

Approved For Release 2001/04/10 : CIA-RDP80-00809A000500540158-5

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CENTRAL INTELLIGENCE AGENCY
INFORMATION REPORT

25X1A

COUNTRY NepalSUBJECT Advertising

25X1A

PLACE ACQUIRED
(BY SOURCE)DATE ACQUIRED
(BY SOURCE)

DATE (OF INFO.

RESPONSIVE TO	
1	2
CD NO.	
DD/C NO.	
ORR NO.	
DAS NO.	
OCI NO.	

DATE DISTR. 25 Jun 54

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1. Following are the media of advertising in Nepal with comments:

A. Radio

The people of Nepal are very fond of music. As there is no import duty on radios and as electricity is cheap, most of the homes and shops have radios. Competitive brands are advertising through Radio Ceylon. Radio Katmandu is a small radio station and it has not been commercialized yet.

1. B. Showcard Advertisement in Nepalese

This will, when used, be a new medium of advertising. To date no competitive firms use this medium. Nepalese are naturally curious and this type of advertisement should be attractive to them.

C. Newspapers

Due to the low circulation of the only newspaper "Gurkha Patra", it is not advisable to advertise through this medium.

D. Neon Signs

Due to low production and heavy consumption of electricity the Katmandu city goes without light for one hour every evening. Further, it goes off completely at 11 o'clock each night. Therefore, this medium is not recommended.

E. Cinema Slides

There are four movie houses in Katmandu. For the most part Hindu pictures are shown. It is advisable to advertise through this medium in the Debnagree language.

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LIBRARY SUBJECT & AREA CODES

752.32 6U

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DISTRIBUTION	STATE	ARMY	NAVY	AIR	FBI						
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